



## Grantee dissemination activity: interview topic guide September 2013

### Introduction (5min)

- Thank you for your participation in this study
- The interview should take between 45min and one hour
- The purpose of the study is:

*To document the key messages, dissemination activities and outcomes of grantees within the Gates foundation MNH strategy portfolio, and consider how these might contribute toward the foundation's MNH strategy learning agenda.*

- By dissemination we mean: thinking about target audiences, how research findings will be received, interacting with audiences in ways that facilitate research uptake, and the production of communications materials such as reports. We are interested in dissemination throughout the project, not just sharing of end-of-project results.
- We will write a brief report for each grantee. We would also like to share a combined report of grantee key messages, dissemination activities and outcomes with the Gates foundation and other MNH grantees.
- We will incorporate dissemination into the characterisations work that Krystyna Makowiecka is leading, and update this annually.
- We will name you as an interviewee, with your permission, and will send the grantee report to all interviewees from the grant to check, approve and sign off. Quotes will only be attributed with individuals' permission.
- Any questions before we start?
- We would like to find out about 1.) dissemination activities; 2.) key messages and evidence; 3.) outcomes and impacts of dissemination, for each stage in the project - not just final results sharing.

### Part I Dissemination activities (20 min)

- What dissemination activities has the project undertaken?
  - What channels of communication used? Meetings, events – who presents?, website, social media, newsletters.
  - Who are the key audiences?
  - What stakeholder engagement activities undertaken/planned?
- Which dissemination methods are most important in your context? Why?
- How is dissemination planned?
  - By research activity/output; audience; key message?
  - What influences decisions about how to disseminate?
  - Is the grant part of a larger project, part of a regional/national implementation plan?
- Overall, what is the rationale for/purpose of dissemination? Why disseminate?
  - *Condition of the funder, to influence policy, future funding, to improve MNH outcomes...*



- Are resources set aside for dissemination activities? People, time, \$?
- Is there a communications plan?
  - Please describe the main elements
  - Could I see a copy?
- How does the grant disseminate findings to the Gates foundation?
- What products & outputs have been produced?
  - Reports, articles, news stories, conference papers/posters?
  - Is it possible to have copies of these? References to where to find them?

### Part II Key messages (15min)

- What are the key messages/ research findings/ learnings from the project?
  - If above too specific: What are the key messages/research findings/learnings about? (for broader categories of response, rather than specific findings)
- Were any interim findings disseminated? What were the key messages from these?
- Prompt: Any other key messages?

### Part III Outcomes & impacts (15 min)

- What outcomes/impacts have there been from the project's dissemination activities?
  - *Research-related, policy, service: health & intersectoral, societal, other*
  - Please describe...
- Were the outcomes from dissemination:
  - As expected/different?
  - Greater/lesser?
  - Why was this? – what helped/hindered?
- Which dissemination activities have been most effective? In what ways? Why?
- Lessons learned? What might you do differently next time to improve dissemination efforts?
- Do you track the impact of the project's dissemination activities?
  - How? What do/did you do? Who is/was responsible?

### Wrap-up (5min)

- Any other comments you wish to make about the grant's dissemination activities or key messages?
- Thank you for your time
- Next steps:
  - short report about XX (grantee) sent to all interviewees to check, approve and sign off
  - key messages, audiences, dissemination activities and outputs added into characterisations work – Krystyna Makowiecka leading
  - follow-up with a subset of grantees for qualitative study of scale-up in 2014 – Neil Spicer leading
  - present a summary of grantees' dissemination activities and outcomes to the Gates foundation at IDEAS' Spring 2014 review meeting, and accompany the presentation with a short report.